

## **WORKFORCE DEVELOPMENT COUNCIL**

### **Minutes of January 14, 2003**

#### **Welcome**

Chair Karen McGee called the Council to order at 8:45 a.m. and welcomed everyone to the meeting. She thanked Dr. Ruch for his generosity in furnishing the facility. She thanked Alice Taylor, Idaho Department of Labor, for her excellent staff work in support of the Council.

#### **Consent Agenda (Minutes of September 17, 2002, Transmittals #1 and #2, and WIA Annual Report)**

**Coleen Erickson moved and Max McClintick seconded the approval of the minutes of September 17, 2002. Janet Aikele asked that the minutes be amended as follows: The last sentence on Page 4 should read, "The J.A. and Kathryn Albertson Foundation have awarded the Idaho Digital Academy a \$1 million grant." The motion passed unanimously as amended.**

**Janet Aikele moved and Max McClintick seconded the approval of the process for the distribution of incentive funds outlined in Transmittal #1. The motion passed unanimously.**

Chair McGee referred to Transmittal #2, which provided information to the Council on Workforce Investment Act PY 2002 Incentive Allocations, (information only, no action required.)

Chair McGee announced that the Workforce Investment Act Annual Report for December 2002 was distributed to Council members at the meeting and asked that members provide comments on the report.

#### **Report from the Chair**

Chair Karen McGee reported that Emily DeRocco, Assistant Secretary, U.S. Department of Labor, would be visiting Idaho the following day, the 15<sup>th</sup>, to meet with Governor Kempthorne on workforce issues. Prior to that meeting, she will be meeting with partners in the workforce development system, and Council members were invited to attend.

It is a privilege to have the Assistant Secretary take time from her schedule to visit Idaho. Ms. DeRocco has a great deal of respect for Idaho's system. Governor Kempthorne, as incoming Chair of the National Governors Association, can be a real force in workforce development at the national level. President Bush, as a former Governor, wants to have Governors involved.

Chair McGee reiterated the critical importance of a partnership between workforce, economic development, and education. “The country with the best workforce wins”. It’s a concept we have to keep reinforcing, and all of us involved in the system need to continue to do so. Chair McGee discussed efforts at the national level to enhance the partnerships and linkages between the programs operated by the U.S. Departments of Labor, Education, and Commerce. Council members discussed perspectives on the success of the current linkages between education and the workplace in Idaho.

### **Report on NGA Chairs’ Marketing Committee**

Max McClintick noted that a major reason Idaho is seen as a leader in workforce development is Karen McGee, who is currently serving as the Chair of the National Association of State Workforce Board Chairs, and who recognizes that without business support we cannot develop our workforce. He thanked Karen for her leadership. Max reported that as a member of the national marketing committee appointed by NASWB Chair McGee, he attended the Association’s December “chair” meeting. A two-hour dialogue with the chairs and a work session for the committee led to the development of the following recommendations:

Consider a broad national message from the White House to reinforce ‘the best workforce wins’ message; develop a values statement-on workforce development based on work done in the White Paper; link local, state and national boards in the marketing endeavor; build a business case for WIA Reauthorization from the private sector perspective; partner with other national organizations and boards, such as Chambers of Commerce; increase the influence of workforce and chairs in Washington DC; and charge state chairs to meet with congressional delegations.

Max would like to see the State Council get involved at the Statehouse to deliver the message that workforce development, K-12, and economic development must be joined to be successful.

Chair McGee added that the chairs do not want to control the states, but they want to know what we are doing and what has proven to be successful. The chairs want to get a connection with education and economic development.

### **NGA Policy Academy**

Allison McClintick announced that Idaho was chosen as one of six states to participate in the 21<sup>st</sup> Century Policy Academy sponsored by the National Governors’ Association. The Academy process is designed to assist states in developing their policy framework and implementation plans. The goals for Idaho are to reform the workforce development and education systems to provide life-long learning and work supports to:

- Meet business needs for a highly skilled workforce
- Address citizens needs for economic security
- Enhance integration of policy for workforce development, education and economic development

- Develop new strategies to identify the needs of business and industry
- Expand system capacity through creation of opportunities for public-private partnerships
- Promote cluster identification
- Enhance linkages between businesses and higher education
- Align learning throughout the educational experience
- Increase the number and proficiency of students in science and math
- Encourage and create opportunities for participation in high skill, high wage jobs

The work performed by the Science and Technology Council and the State Board of Education Health Care Committee provides the foundation for future academy efforts. These two industrial sectors will be used to test the policy and implementation plans developed during the academy process.

This will become a major agenda item during the council meetings over the next two years. Allison asked for members to contact her at any time to offer recommendations.

### **State Board of Education—Health Care Initiative**

Randy Thompson, State Board of Education, and Representative Margaret Henbest, of the Idaho State Legislature, provided a report on the Health Care Initiative. The Idaho Legislature requested that the State Board of Education establish a committee to examine the status of health professions in Idaho. As part of this effort, the first subcommittee focused on the nursing shortage. The Nursing Subcommittee has met three times and developed several recommendations including supporting a Workforce Center for the nursing profession; improving nurse educator compensation; protecting the term “nurse” through state licensing requirements; improving coordination of nursing education programs and course work; and improving recruitment, retention and mobility for nurses.

The proposed Workforce Center will serve as the source of data on Idaho’s nursing workforce and will focus on improving the distribution, diversity and quality of Idaho’s nursing workforce. Potential activities include the development of a strategic statewide plan addressing Idaho’s supply and demand for nurses; dissemination of evidence-based recommendations regarding nursing practices; and promoting recognition, reward and retention of nurses. The Center will be a future-oriented research and development organization relying on community partnerships. The Center will involve multiple partners from state government, nursing, education and the private sector.

Rep. Henbest indicated that it is critical that Idaho address the nursing shortage. She noted that data collection on nurse participation and demand within the labor force is difficult. There are a variety of labor force issues including addressing the baby boomer retirement bubble that will begin to hit hard in 2010, the shortages of registered nurses with Bachelor of Science degrees in rural areas, and the need to improve educational opportunities for nurse educators. Rep. Henbest is hoping the Nursing Subcommittee

will serve as a successful model for the other health professions to address workforce issues.

### **Idaho Home Builders Association**

Dave Wilson, a home builder in Blaine County for 22 years and mayor of Sun Valley, is a member of the Idaho Building Contractors Association and is also serving as the Vice-President and Secretary of the National Association of Home Builders (NAHB). He shared how his business and other construction businesses in Idaho are desperate for skilled workers in all phases of construction, such as electrical, plumbing, framing and finish work. Although wages are good and work is steady, the industry struggles with constant turnover and a shortage of skilled workers. For several years, the shortage of qualified workers has been the #1 industry issue at the national level. The NAHB's Home Builders Institute is involved in several training programs across the country to prepare youth for entry level employment in construction. Their goal is to attract more young people to construction trades as well as related positions as technical workers, managers and professionals. The Institute has developed a high school education program, *Build a Home, Build a Career*, targeted to academic and vocational students, offering career exploration, mentoring, teacher internships and hands-on building laboratories. For workers in the labor market, the Institute offers WIA eligible people exposure to the home building industry through classroom training, hands-on experience and on-the-job training. Nationally, the Institute is developing skill standards and related textbooks for major trades.

Dave introduced Jim Woodyard who is involved in the *Build a Home, Build a Career* project at the Wood River High School. Jim stated that the Institute's national priority is the motivation and training of workers in construction trades. Representatives of NAHB and the Institute met with the Secretary of Labor to discuss their worker needs and he believes Idaho will have something special with Dave Wilson as the NAHB Chair next year and with the support of Governor Kempthorne who believes in construction trades and who realizes construction kept Idaho's economy up the last few years. Jim noted the progressive school superintendent at Wood River has made a difference in the success of their "Construction Trades Program"; the program has now received textbooks from the Institute and the program has become far superior from where it began. Jim noted there are many pockets of activity that need to pull together; universities and colleges are interested in construction trades. Jim pointed out that coordination of dollars from the federal level, to the states, to those actually involved, is necessary to make these programs work.

Jerry Beck remarked that the Council was happy to have the NAHB representatives at the meeting and asked Jim about further development of the Wood River Program. Jim stated a second program may be in place next year. Jerry thanked the presenters and added that he believes business can make this happen and that the construction industry will have to step forward. Karl Kurtz added that each region has a Youth Council and that this may be a contact for NAHB partnering. Jerry noted an increase in work during the summer and asked if we can develop curriculum in a short time that will create an

interest with the youth. Max McClintick stated the AGC had developed a work camp in Area III, and to look toward their successful model. Dave pointed out the need to improve the public image of the construction industry and the fact that we still have a housing shortage. Chair McGee suggested the public image was a K-12 issue. Ruth Rathbun suggested the NAHB make presentations to the local youth councils. Jim Hawkins thanked the presenters for enlightening the Council and pointed out that funding education is critical. He asked what will be done to support the Governor's budget proposals. Chair McGee said the Governor may have round tables with business and education and that it will be critical to have presentations locally. Jerry noted the Governor's budget has \$4.5 million for technical education and hopes that is supported.

### **Education Business Initiative**

Bill Ruud, Policy Advisor to the Governor on Education, reported to the Council that the Governor formed a Blue Ribbon Committee on Education to develop a long-term vision for education, and in the near- and mid-term, to improve efficiency and quality in the education system. As part of this initiative, the Governor wants to learn whether our education system is meeting the needs of the business community. The Governor wants to convene a group of business and education leaders to discuss the quality of education services. Dr. Ruud requested that two members of the Council be appointed to participate as part of this discussion.

### **Idaho Rural Economic Development (Transmittal # 3)**

Jay Engstrom, Idaho Department of Commerce, provided a progress report on Governor Kempthorne's Rural Initiative. The Rural Initiative was developed based on the recommendations of the Rural Task Force and the support of the Idaho Legislature. The effort includes the Rural Economic Development Grant programs. Each year \$3 million in state funds are awarded to rural areas for public facility improvements necessary for job creation and business expansion. So far, 17 grants totaling \$5,839,180 are being used to help create more than 500 jobs in communities throughout the state.

Also, \$500,000 is allocated each year to 12 areas to fund local economic development specialists. These specialists are working on business retention, expansion and economic diversification. This is the first time that these 12 local areas have had dedicated staff to work on economic development. To date, 37 existing businesses have expanded and another 40 firms have started up as a result of their efforts.

In 2001 the Rural Initiative included Gem Community Implementation Grants to allow local communities to meet their economic goals. Nine grants totaling \$378,100 are being used by Gem Communities for job creation projects. The Gem Community Program continues to provide technical assistance to communities that wish to organize local economic development efforts, however, the grant component has been eliminated due to budget cuts.

## **Serious and Violent Offender Reentry Initiative “Going Home” (Transmittal # 4)**

Doug Gray, Idaho Department of Correction, provided a progress report on the \$2 million grant received by the Departments of Correction and Juvenile Corrections to successfully integrate young (under 25) serious and violent offenders back into society. With projections showing the need for 1,500 new beds in correctional facilities every other year for the next six years, the Governor has charged the Corrections system with doing things differently. A major emphasis will be on developing collaboration and partnerships, including with the workforce development system. Additional reentry parole officers have been hired under the grant. They are creating a “menu” of services available to their population, identifying partners at the local level, and developing strategies for possible contracting of services. In addition, on December 19 Correction and Juvenile Corrections hosted a Resource Roundtable at the state level, which will be followed up with a Resource Summit in late January or early February and will include local partners. A Reentry Workplan will be shared with stakeholders in late winter or early spring, 2003, which will conclude the planning/coordinating stage of the reentry initiative.

### **New Business**

1. Chair McGee reminded Council members of the meeting with Emily DeRocco the following morning and encouraged them to attend. This is an unusual opportunity to hear about the latest workforce initiatives at the federal level.
2. Max McClintick suggested the Council might wish to consider a policy some other state Councils have instituted to ensure member participation. The suggestion is to place a limit on the number of meetings a member can miss and still remain a Council member. He suggested this be considered at a future Council meeting.
3. Jim Hawkins raised an issue of local board membership/representation on the State Council. Chair McGee pointed out that many of the state Council members also serve as members on local boards, and/or attend the local meetings to get and receive input. She reminded the Council of the recent meeting held in Idaho Falls as an effort to hear from the locals and to showcase local workforce development efforts. She recommended the next Council meeting be held at a location in North Idaho, in Lewiston or Moscow.

Date for next Council meeting: Chair McGee announced that President Dene Thomas would love to have the Council meet at LCSC, in Lewiston. The proposed date was set for Tuesday, April 8.

The meeting adjourned at 3:30 p.m.

Attendance:

Workforce Development Council  
September 17, 2002

Council Members:

Steve Ahrens  
Janet Aikele  
Lois Bauer  
Jerry Beck  
Richard Cortez (absent)  
Coleen Erickson  
Millie Flandro  
Emma Gebo  
Jim Hawkins (absent)  
Cindy Hedge  
Shirley Spencer, for Marilyn Howard  
Karl Kurtz (absent)  
Roger Madsen  
Gary Mahn  
Max McClintick  
Karen McGee  
Ruth Rathbun  
Charles Ruch (absent)  
Jim Soyk (absent)  
Shirley Stensgar (absent)  
Gary Stivers (absent)  
Dave Whaley

Guests:

Wyeth Aitken  
Robert Bodily  
Jim Bowman  
Cheryl Brush  
Terry Butikofer  
Susan Choate  
Louis Christensen  
Nate Covington  
Pat Debban  
Margo Dial  
Jay Engstrom  
Lee Fields  
Cass Fonnesbeck

Laura Gleason  
Doug Gray  
Sam Greer  
Larry Hertling  
Richard Holman  
Lynn Holmes  
Sarah Jackson  
Kayla Jensen  
Shelia Jones  
Miles LaRowe  
Jacque Larsen  
Ivan Leonhardt  
Allison McClintick  
Candy McElfresh  
Linda Milam  
Chuck Mollerup  
Brett Nelson  
Mike Oldans  
Bob Perky  
Steve Porter  
Lew Rodriguez  
Andy Rodriguez  
Mike Rothwell  
Ethna Scaraglino  
Bill Shipp  
Shirley Silver  
Val Slagowski  
Cheryl Smith  
Jessica Sotelo  
Russell Spain  
Ann Stephens  
Alice Taylor  
Deb Thompson  
Tony Varilone  
Wade Virgin  
Rich Watson  
Judy Welker  
Todd Wightman  
DeAnn Wilson